

ISSUED: 2/00  
6/93 & 9/91

TITLE: <u>News Director</u>	SALARY SCHEDULE: <u>B</u>	CLASS CODE: <u>PE315</u>
UNION: <u>P&amp;A, Local 1979, UAW</u>	SALARY GRADE: <u>13</u>	EEO CODE: <u>30</u>
	FLSA: <u>Exempt</u>	E- CLASS: <u>PE</u>

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**POSITION PURPOSE**

Coordinate and participate in the gathering, organizing and broadcasting of quality news and information programs for WDET-FM in order to increase listener and financial base. Position duties require specialized knowledge of involved practices, precedents or principles.

**ESSENTIAL JOB FUNCTIONS**

- Oversee the operation of the News Department at WDET-FM. Supervise full- and part-time exempt personnel as well as student and volunteer staff; assign news stories; review background information and proposed copy; edit scripts; evaluate on-air presentation. Train and instruct in methods and procedures; recommend unit policies and procedures.
- Gather news and information; conduct interviews; write and edit material for broadcast. Develop story ideas; conduct field investigations; produce actualities and news reports; record and announce news broadcasts. Produce and host call-in talk show as appropriate; produce documentary length features; plan and organize spot news disaster coverage (i.e. plane crashes, explosions, etc.).
- Act as liaison and resource person in order to maintain professional news standards and relations. Attend meetings and conferences to represent the station to national, State and local broadcast agencies, (e.g. Michigan Public Radio, National Public Radio, etc.) Track news developments.
- Plan and participate in fund-raising events, pledge drives, etc. to increase listener giving levels and station operating revenues. Assign staff to do on-air fund-raising; recruit and schedule guest fund-raisers; develop on-air fund-raising appeals. Assist in maintaining station budget; participate in developing department budget; oversee department budget and compliance with federal broadcast law. Provide community liaison involvement in major grant projects and community outreach endeavors.
- Assist in planning and developing policies and procedures which affect station programming and operating activities. Develop programming for broadcast; audition network programs for local broadcast; recommend news programming from the network to be broadcast on WDET-FM; evaluate listener response to nationally and locally produced programming.
- Perform related work as assigned.

THIS DESCRIPTION IS INTENDED TO INDICATE THE KINDS OF TASKS AND LEVELS OF WORK DIFFICULTY THAT WILL BE REQUIRED OF POSITIONS THAT WILL BE GIVEN THIS TITLE AND SHALL NOT BE CONSTRUED AS DECLARING WHAT THE SPECIFIC DUTIES AND RESPONSIBILITIES OF ANY PARTICULAR POSITION SHALL BE. IT IS NOT INTENDED TO LIMIT OR IN ANY WAY MODIFY THE RIGHT OF ANY SUPERVISOR TO ASSIGN, DIRECT AND CONTROL THE WORK OF EMPLOYEES UNDER THEIR SUPERVISION. THE USE OF A PARTICULAR EXPRESSION OR ILLUSTRATION DESCRIBING DUTIES SHALL NOT BE HELD TO EXCLUDE OTHER DUTIES NOT MENTIONED THAT ARE OF SIMILAR KIND OR LEVEL OF DIFFICULTY.

### **ADDITIONAL COMMENTS**

This classification is concerned with providing quality news and information with limited resources and in a highly competitive environment in order to increase listenership, enhance programming . The incumbent should possess a full understanding of news gathering, production and delivery activities and knowledge of FCC regulations. Because of the nature of the work, the incumbent must remain abreast of local, national and international news events and their impact on the metropolitan area. Work activities are dictated by established procedures, but require the incumbent to apply these procedures to differing sets of circumstances, demanding the search for new applications of procedures. This classification establishes work priorities and provides functional supervision to full-time, part-time and volunteer staff. This position is typically located in WDET-FM and reports to and receives work direction from the Program Director.

### **MINIMUM QUALIFICATIONS**

- Graduation from an accredited college or university with major coursework in broadcast journalism or an equivalent combination of education and/or experience.
- Reasonable in news department administration and supervision (3-5 year minimum).
- Excellent on-air presentation.
- Considerable experience in covering current events and public affairs (5 years minimum).
- Good organizational and research skills.
- Excellent oral and/or written communications skills.
- Familiarity with digital audio storage technology and digital editing technology preferred.
- Typically, incumbents have held positions such a Producer/Writer or Program Associate.